ATTACHMENTS

Address any reply to: P.O. Box 3[illegible] San Francisco, Calif. 9[illegible]

Department of the Treasury

District Director

Internal Revenue Service

Date 07 OCT 1985

In reply refer to
EP/EP EO:1
Hansen
415/556-4997

Point Foundation
27 Gate 5 Road
Sausalito, CA 94965

EIN# 94-2147154
Form Number: 990
Periods Ended: December 31, 1983

We are pleased to tell you that as a result of our examination for the above periods we will continue to recognize your organization as tax-exempt.

We have indicated below whether there is a change in your liability for the unrelated business income tax as provided by sections 511 through 515 of the Internal Revenue Code.

☒ There is no change.

☐ You will receive an examination report explaining the proposed adjustments.

Thank you for your cooperation.

Sincerely yours,

Michael Bassi

District Director

Letter 985 (DO)

POINT FOUNDATION

27 Gate Five Road, Sausalito, CA 94965
(415) 332-1716

November 14, 1989

Sally Ann Wilson
Marin Community Foundation
1100 Larkspur Landing Circle
Suite 365
Larkspur, CA 94939

Dear Ms. Wilson

On behalf of POINT Foundation, I am writing to express our support of the attached application to the Marin Community Foundation for a three-month planning grant of $5,000.00 in support of the ***Whole Earth Environmental Resource Library***.

For the past decade, POINT has been self-supporting, neither granting nor seeking funds. Yet we find that our new projects will require more funds than our lean, self-sustaining budgets permit. In preparing POINT for its third decade, we now must seek partial grant support for new research projects of broad social and cultural interest.

For the work ahead, POINT needs a financial base to ensure stability, so that it can continue to promote ecological self-sustaining solutions, provide access to new tools and ideas, and bring people of shared interests together in creative and dynamic ways.

Thank you for your consideration of this letter. We welcome the opportunity to discuss this project in greater detail.

Sincerely,

Kevin Kelly
President
POINT Foundation

POINT FOUNDATION

27 Gate Five Road, Sausalito, CA 94965
(415) 332-1716

Board Of Directors

Stewart Brand

Chuck Blitz

Doug Carlston

Bob Fuller

Paul Hawken

Huey Johnson

Kevin Kelly, President

C

POINT FINANCIAL REPORT: 1988

MAGAZINE INCOME	1st quarter	2nd quarter	3rd quarter	4th quarter	Total
Subscriptions/back issues	$100,508	$ 72,519	$ 74,080	$127,308	$374,415
Mailing list rental	5,194	2,874	2,582	4,097	14,747
Direct distribution	18,193	16,385	12,255	21,166	67,999
Warner (national newsstand)	8,890	19,023	17,146	11,626	56,685
Book sales	3,505	2,209	2,607	6,129	14,450
Newspaper column	1,341	1,304	1,550	1,453	5,648
Contributions	2,240	2,122	3,435	4,789	12,586
Other	5,714	3,038	1,950	2,376	13,078
Total Income:	**-145,585**	**119,474**	**115,605**	**178,944**	**559,608**
EXPENSES					
Salaries: Editorial	14,544	10,534	13,475	12,168	50,721
Production	17,447	8,097	15,797	9,730	51,071
Circulation	12,791	13,337	8,737	10,223	45,088
Office	10,556	8,994	12,284	14,059	45,893
Research	4,377	5,903	4,260	4,599	19,139
Outside production services	1,104	367	1,433	630	3,534
Writers/contributors	9,375	6,825	5,600	9,390	31,190
Magazine printing	29,134	26,514	26,483	26,181	108,312
Subscription fulfillment	10,557	14,395	17,026	21,102	63,080
Circulation promotion	15,138	9,656	7,738	10,486	43,018
Direct distribution	1,652	1,611	1,223	1,450	5,936
Warner (national newsstand)	2,881	2,704	2,860	2,066	10,511
Insurance	390	854	1,179	1,985	4,408
Health insurance	711	830	831	868	3,240
Vacation	384	1,444	1,824	7,008	10,660
Taxes	7,177	12,280	6,682	1,731	27,870
Supplies/research	2,843	3,468	2,360	2,379	11,050
Equipment rental/maintenance	1,934	1,065	1,511	1,447	5,957
Telephone/networks	2,141	2,396	2,091	1,609	8,237
Postage	2,877	2,281	1,979	4,108	11,245
Rent/maintenance/utilities	10,465	11,102	10,865	11,203	43,635
Legal/professional services	140	427	3,010	3,365	6,942
Interest/bank charges	1,618	1,617	1,222	1,298	5,755
Miscellaneous expenses	– 125	306	658	57	896
Total Expenses:	**160,111**	**147,007**	**151,128**	**159,142**	**617,388**
MAGAZINE PROFIT/LOSS	**-14,526**	**-27,533**	**-35,523**	**19,802**	**-57,780**
POINT FOUNDATION					
Apple HyperCard advance	50,000	0	0	0	50,000
CD-ROM advance	0	40,000	30,000	30,000	100,000
Signal/Fringes advance	0	65,000	32,500	32,500	130,000
Whole Earth Review	145,585	119,474	115,605	178,944	559,608
Total Income:	**195,585**	**224,474**	**178,105**	**241,444**	**839,608**
Apple HyperCard	22,349	431	0	0	22,780
CD-ROM	4,710	36,304	55,738	22,894	119,646
Signal/Fringes	14,266	60,919	5,394	26,194	106,773
Whole Earth Review	160,111	147,007	151,128	159,142	617,388
Total Expenses:	**201,436**	**244,661**	**212,260**	**208,230**	**866,587**
TOTAL PROFIT/LOSS	**-5,851**	**-20,187**	**-34,155**	**33,214**	**-26,979**

The WELL

profit/loss: 4th quarter 1988

Revenue	**$ 94,856**
Expenses	
Payroll	36,780
Computer/communications	28,873
Office	6,284
General/administrative	4,643
Sales	3,067
Total Expenses	**79,647**
PROFIT/LOSS	**15,209**

PUBLISHING A MAGAZINE is costly, even such a bare-bone publication as *Whole Earth Review*. For each quarterly issue, Point loses between $15,000 and $16,500, or in the ballpark of $60,000 a year. That loss is softened somewhat by project monies, such as the books we publish. Unfortunately, not enough to put us in the black.

Despite an increase in our subscription price, revenues are not significantly different from two years ago (last year we did some direct mail and special promotions that increased revenues noticeably). Expenses, however, have gone — and will continue to go — up.

We're considering various projects that will generate modest contributions to cover magazine costs. These could include self-publishing a book; doing some smaller, desktop publishing jobs; or another CD-ROM disk.

Of course, a few angels donating $10,000 each would also help. —Cindy Fugett

Attachment E

(Organizational Chart)

Not Available

KEY PERSONNEL

Alice MacNamee- Marin County Library

As Assistant County Librarian of the Marin County Library, Alice is versed in both effective Library techniques and data requirements specific to the Marin County Library Automation System. This combination of skills and expertise will be vital to the planning and implementation of the Whole Earth Environmental Resource Library.

Steve Cisler -Apple Computer

As a librarian working working within the Advanced Technology Group at Apple Computer Inc, Steve has a great deal of experience with both computerized library systems and Macintosh machines. In addition to this experience, Steve has also worked with the organization on other projects and knows the organization, its history and its resources very well.

David Burnor - Librarian for the Whole Earth Institute

Having worked for the organization for over twelve years and being the first, and only, librarian David has manually cataloged and monitored all books and publications which have been acquired over the years. As a self-taught librarian with a great deal of computer experience, David is very enthusiastic about working with Alice, Steve and a designer/architect to create an efficient library which can be opened to interested individuals throughout Marin via the Marin County Library System Interface.

Stephanie Leonard - Executive Director of the Whole Earth Institute

In various administrative capacities in Marin as well as New York and Pennsylvania, Stephanie has been responsible for creating and adhering to project timelines and budgets for several non-profit agencies. Having also worked as a programmer analyst, Stephanie can lend both administrative and technical skill in managing this project.

Library Designer/Architect

Although initial contact has not been made yet, we would like to work with a professional such as Mike McCloskey of San Anselmo who has already assisted with library design in Marin County. While there is limited space at the Whole Earth office, there is some wall space which could be well-utilized with the assistance of a designer.

Other key people who are to be included will be:

Software/Hardware Vendors (See Appendix)

POINT FOUNDATION

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(415) 332-1716

Affirmative Action Policy

As an equal opportunity employer, POINT foundation is committed to a plan of affirmative action in its hiring practices. As future job opportunities arise for which there are several similarly qualified candidates, POINT will actively seek to increase its quota of minority employees.

POINT and its subsidiaries will continue to address global issues; serving not just the needs of environmentalists or the business community, senior citizens or teenagers, but researching, publishing and supporting the promotion of broad social and cultural innovation.

Kevin Kelly
President
POINT Foundation

Attachment G